

FIG. 1

VIEWER PROFILE
200

	ATTRIBUTE <u>240</u>	NUMERICAL (OR SYMBOLIC) REPRESENTATION <u>250</u>
205	CHANNEL 2	3
206	CHANNEL 4	4
207	CHANNEL 7	3
208	...	
209	SPORTS CHANNEL	7
...	MUSIC CHANNEL	2
	...	
210	MORNING PROGRAMS	1
211	EARLY AFTERNOON PROGRAMS	3
212	LATE AFTERNOON PROGRAMS	7
213	EVENING PROGRAMS	5
	...	

FIG. 2

PROGRAM DATABASE
300

	DATE/TIME <u>340</u>	CHANNEL <u>345</u>	TITLE <u>350</u>	GENRE <u>355</u>	...	RECOMMENDER SCORE (R) <u>370</u>
305	11/18/99 -- 8:00 P.M.	CH1	LUCY	COMEDY		55
310	11/18/99 -- 8:30 P.M.	CH1	AL'S FAMILY	SITCOM		78
	...					
320	11/18/99 -- 9:00 P.M.	CH3	YOUR HOUSE	DRAMA		96

FIG. 3

HISTORICAL SEARCH DATABASE
400

	ATTRIBUTE-VALUE PAIR <u>450</u>	NUMBER OF TIMES UTILIZED IN A QUERY <u>460</u>
405	GENRE: COMEDY	
410	GENRE: DRAMA	
...		
415	GENRE: SITCOM	
...		

FIG. 4

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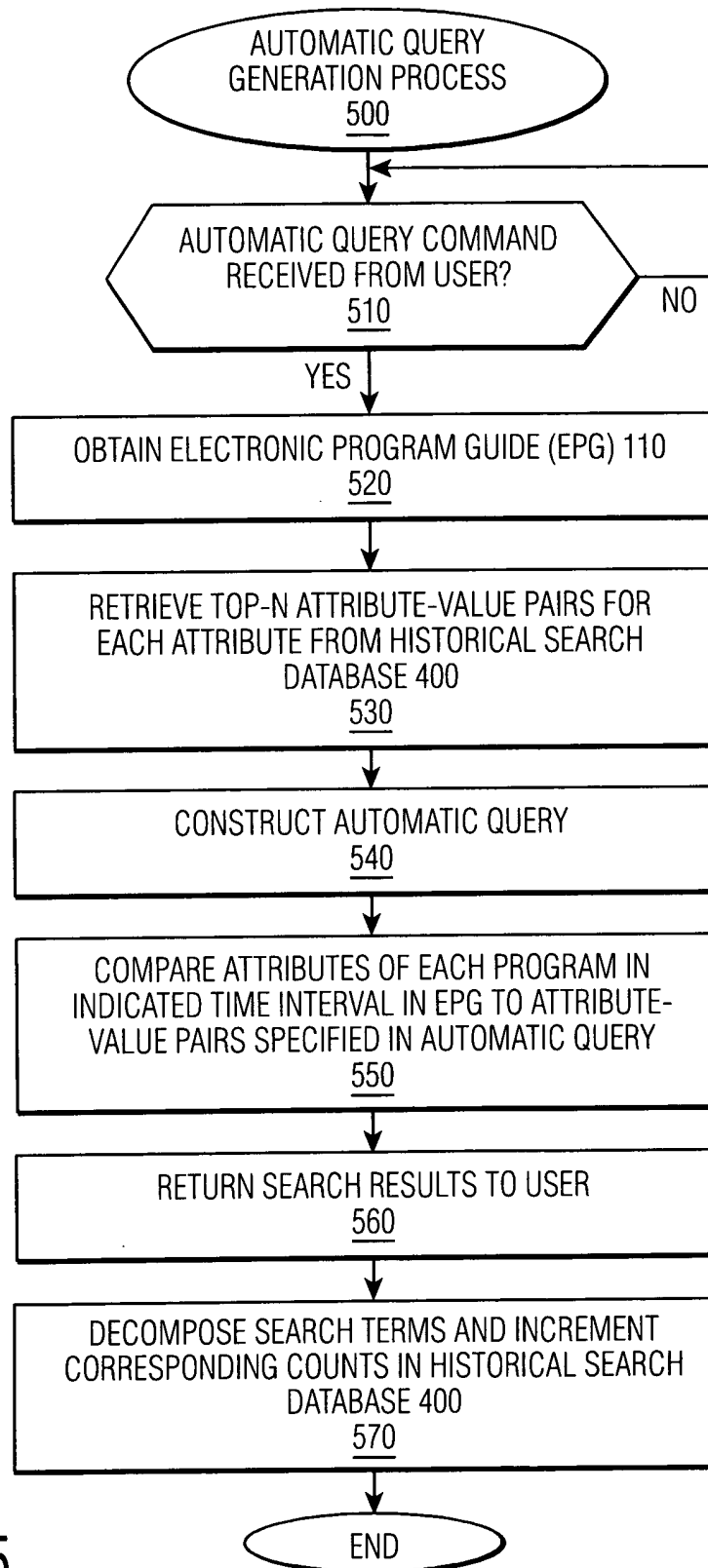


FIG. 5